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CLAIMS

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1 WHAT IS CLAIMED IS:

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4 1. A method for automatically managing an auction for determining relative priority for a
5 service in a system wherein priority is based on the relative value of related bids,
6 comprising:
7
8 checking for whether a first bid exceeds a second bid in an auction for determining continuing
9 priority for providing an ongoing service for a first and second bidder, wherein the
10 relative priority for providing the service for the first bidder is dependent on whether the
11 value of the first bid exceeds the value of the second bid, and wherein the relative priority
12 for providing the service for the second bidder is dependent on whether the value of the
second bid exceeds the value of the first bid; and
incrementing the first bid to a value exceeding the second bid if the first bid does not exceed the
second bid, thereby causing the relative priority for providing service for the first bidder
to exceed the priority for providing service for the second bidder.

1 2. The method of claim 1, further comprising executing the steps of checking and
2 incrementing a plurality of times.

1 3. The method of claim 2, further comprising pausing for a fixed period of time between
2 each series of steps of checking and incrementing.

1 4. The method of claim 3, wherein the service to bidders comprises providing ranking of
2 hypertext links to web pages in search results in an on-line web page search engine.

1 5. The method of claim 4, wherein the ranking of a first hypertext link to a first web page
2 for the first bidder is higher than the ranking of a second hypertext link to a second web
3 page for the second bidder if the first bid is higher than the second bid.

1 6. The method of claim 5, comprising placing bids on a plurality of search terms which may
2 be typed into the search engine by search engine users wherein different ranking is
3 determined for each search term.

1 7. The method of claim 6, wherein the ranking of the first hypertext link is higher than the
2 second hypertext link if the first bid is higher than the second bid for each of the plurality
3 of search terms.

1 8. The method of claim 7, wherein the step of checking and incrementing is executed for a
2 plurality of search engines for a plurality of search terms.

1 9. The method of claim 1 wherein the service to bidders comprises providing ranking of
2 priority for golf course tee-off times on one or several golf courses.

1 10. The method of claim 1 wherein the service to bidders comprises providing ranking of
2 priority for airline reservations on one or several airlines.

1 *Mark* 11. A system for automatically managing an auction for determining relative priority for a
2 service in a system wherein priority is based on the relative value of related bids,
3 comprising:
4 a processor electrically connected to a network for checking for whether a first bid exceeds a
5 second bid in an auction for determining continuing priority on a server electrically
6 connected to the network for providing an ongoing service for a first and second bidder,
7 wherein the relative priority for providing the service for the first bidder is dependent on
8 whether the value of the first bid exceeds the value of the second bid, and wherein the
9 relative priority for providing the service for the second bidder is dependent on whether
10 the value of the second bid exceeds the value of the first bid, and for incrementing the

11 first bid to a value exceeding the second bid if the first bid does not exceed the second
12 bid, thereby causing the relative priority for providing service for the first bidder to
13 exceed the priority for providing service for the second bidder; and
14 a database electrically connected to the processor for storing the first and second bids.

1 12. The system of claim 11, wherein the processor is further for checking and incrementing
2 the first bid a plurality of times.

1 13. The system of claim 12, wherein the processor is further for pausing for a fixed period of
2 time between each checking and incrementing of the first bid.

1 14. The system of claim 13, wherein the service to bidders comprises providing ranking of
2 hypertext links to web pages in search results in an on-line web page search engine stored
3 on the server.

1 15. The system of claim 14, wherein the server is further for ranking of a first hypertext link
2 to a first web page for the first bidder higher than the ranking of a second hypertext link
3 to a second web page for the second bidder if the first bid is higher than the second bid.

1 16. The system of claim 15, wherein the processor is further for placing bids on a plurality of
2 search terms which may be typed into the search engine by search engine users wherein
3 different ranking is determined for each search term.

1 17. The system of claim 16, wherein the server is further for setting the ranking of the first
2 hypertext link higher than the second hypertext link in a search result if the first bid is
3 higher than the second bid for each of the plurality of search terms.

1 18. The system of claim 17, further comprising a plurality of servers electrically connected to
2 the network.

1 19. The system of claim 18, further comprising a plurality of search engines on the plurality
2 of servers.

1 20. The system of claim 19, wherein the processor is further for checking and incrementing a
2 plurality of bids for the first bidder on the plurality of search engines.

1 21. The system of claim 11 wherein the service to bidders comprises providing ranking of
2 priority for golf course tee-off times on one or several golf courses.

1 22. The system of claim 11 wherein the service to bidders comprises providing ranking of
2 priority for airline reservations on one or several airlines.

1 23. A system for automatically managing an auction for determining relative priority for
2 vendors for selling to a plurality of buyers based on the relative value of related bids,
3 comprising:
4 a processor electrically connected to a network for checking for whether a first bid is lower than
5 a second bid in an auction for determining priority on a server electrically connected to
6 the network for ranking selling priority for a first and second vendor, wherein the relative
7 priority for selling by the first vendor is dependent on whether the value of the first bid is
8 lower than the value of the second bid, and wherein the relative priority for selling by the
9 second vendor is dependent on whether the value of the second bid is lower than the
10 value of the first bid, and for decrementing the first bid to a value lower than the second
11 bid if the first bid is not lower than the second bid, thereby causing the relative priority
12 for the first vendor exceed the priority for second bidder; and
13 a database electrically connected to the processor for storing the first and second bids.

1 24. In a vendor inventory control system, a method for automatically managing inventory,
2 comprising:
3 receiving a first inventory value representing the quantity of inventory for a first product;
4 receiving a second inventory value representing the quantity of inventory for a second product;
5 and
6 listing the first and second products on an electronic advertising page wherein the first product is
7 presented higher on the advertising page than the second product if the first inventory
8 value is higher than the second inventory value.

1 25. The system of claim 24, comprising listing the first and second products on the electronic
2 advertising page according to the value of a first and second bid, wherein the first product
3 is presented higher on the advertising page than the second product if the first bid is
4 higher than the second bid, and wherein the first bid is set higher than the second bid if
5 the first inventory value is higher than the second inventory value.